

Massive bluefin tuna sells for record USD 3.2 million at Tokyo's Toyosu Auction

- A Monitor Desk Report

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Dhaka: A massive bluefin tuna was sold at a record JPY 510.3 million, equivalent to USD 3.2 million, at Tokyo's first auction in 2026.

The historic bidding event took place at Toyosu Market, a fish market in the capital, where New Year auctions are regarded as national events and gain widespread media and tourist attention.

The winning bidder was Sushi Zanmai, a popular sushi chain in Japan, famous for turning outrageous tuna purchases into publicity gold.

Kiyoshi Kimura, president of the company, is very closely associated with these auctions, and statues of him posing with giant tuna are a common scene outside of Sushi Zanmai's outlets.

The 243-kilogram fish was caught off Oma in northern Japan, a legendary area for producing the country's largest and most expensive bluefin tunas.

Sushi Zanmai said despite the staggering price tag, the tuna will be served at normal menu prices to offer regular customers a chance to taste the luxurious fish rather than reserving it for the elites.

In Japanese culture, these kinds of purchases are regarded as good luck, national pride, and a bold signal that the year is starting strong.

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